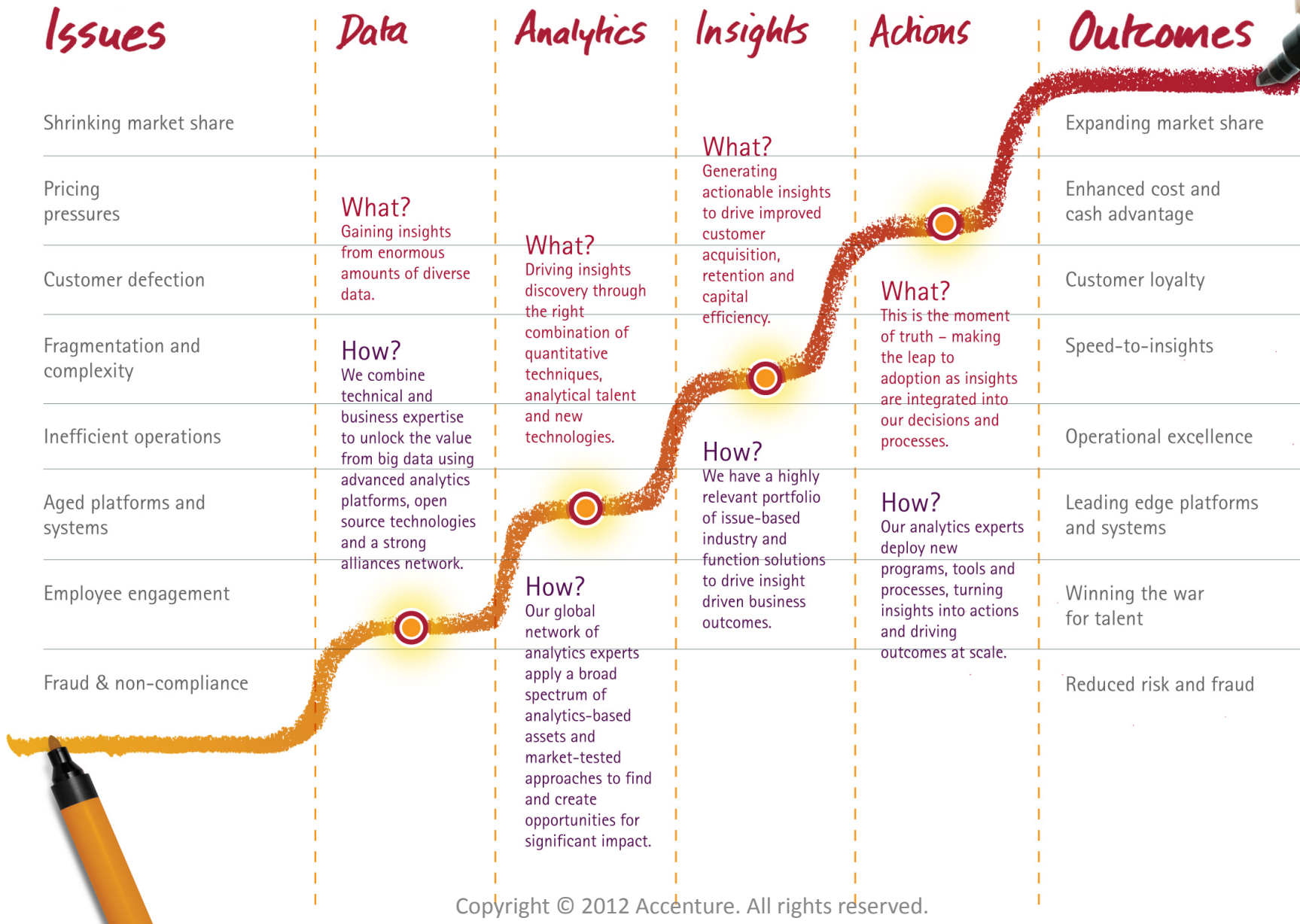


The Analytics Journey to ROI



The Analytics Journey to ROI

Issues

Shrinking market share

Pricing pressures

Customer defection

Fragmentation and complexity

Inefficient operations

Aged platforms and systems

Employee engagement

Fraud & non-compliance

Analytics

Insights

Actions

Outcomes



Stage one on the journey to analytical maturity

Data

- Exploding and unknown sources of data
- Structured and unstructured data
- Lack of synergy across systems and platforms
- How to sense and explore multi-channel data

Data

We can help you navigate and harness the power of big data using advanced analytics platforms and leveraging a strong alliance network.

- Development tools and reusable architecture components (Accenture Analytics platform)
- Data strategy and architecture
- Information integration
- Big data and content management
- Business intelligence & performance management
- Advanced analytics technology enablement

Expanding market share

Enhanced cost and cash advantage

Customer loyalty

Speed-to-insights

Operational excellence

Leading edge platforms and systems

Winning the war for talent

Reduced risk and fraud

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Stage two on the journey to analytical maturity

Analytics

- Identifying the right analytics to drive outcomes that matter
- Identifying the right analytical tools and technologies to support outcomes and embed into the client's operating model
- Developing advanced analytics capabilities to outperform in these fast changing times
- Building the right analytic talent, skills & acumen

Analytics

We build on our history of innovation in information management with a global network of smart analytical talent and innovation centers across the globe.

- A network of 13,000 analytically-skilled professionals across Management Consulting, Technology and Outsourcing
- A growing network of more than 20 analytics innovation centers globally fueling innovation and supporting delivery excellence
- A robust and technology-agnostic portfolio of alliance partners from established players through to emerging niche vendors

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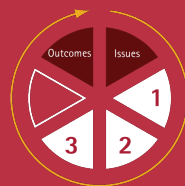
Fraud & non-compliance

Data

Analytics

Actions

Outcomes



Stage three on the journey to analytical maturity

Insights

- Aligning analytics initiatives to business issues so insights are relevant and drive outcomes
- Sorting the signal from the noise to identify the insights that matter
- Visualizing and consuming insights

Insights

We provide analytically-informed, issue-based insights at scale through our portfolio of services, expertise and assets.



- A portfolio of function and industry driven analytics offerings:
 - Customer and marketing analytics
 - Sales and customer service analytics
 - Operations analytics
 - Fraud analytics
 - Human capital analytics
 - Industry-unique analytics
 - Data and technology
- Big data discovery
- Industry business services, powered by analytics

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Analytics

Insights

Outcomes



Stage four on the journey to analytical maturity

Actions

- Going the last mile: embedding analytic insights into key decisions and processes
- Scaling analytics capabilities across the organization
- Overcoming fragmentation and complexity in the organization
- Ensuring that insights are converted into consumable outcomes

Actions

Making the leap to adoption as insights are integrated into decisions and processes.

- Industry and function-unique reference architectures across data, analytics and applications (end-to-end analytics)
- Analytics as a service solutions
- Industrialized delivery capability
- Change management expertise

Expanding market share

Enhanced cost and cash advantage

Customer loyalty

Speed-to-insights

Operational excellence

Leading edge platforms and systems

Winning the war for talent

Reduced risk and fraud